

EFFECTIVE JULY 1, 1955



RETAIL PRICE LIST

Prices include Manufacturers Excise Tax where applicable.

*Prices do not include Retail Dealers Excise Tax where applicable.

1801 FOSTER AVE. • CHICAGO 40, ILL.

ITEM NO.

AUTOPOINT
RETAIL LIST PRICE

• **AUTOPOINT PENCILS**

2C	Checking Pencil	\$1.40
6-106	Slender barrel, Utility model75
8-108	Double-end model	1.40
10	Double-end Checking Pencil	1.70
11CT-111CT	Telephone Dialer model, beaded chain	1.70
12T-112T	Telephone Dialer model	1.40
12T 8-Ball	Telephone Dialer model, "8-Ball" top	1.40
46M 146M	Magnet Pencil, metal cap, standard colors	1.95
48-148	Executive model, "diamond-cut" cap	1.25
48G-148G	Executive model, gold plated trim	1.70
*52G-152G	Deluxe model, gold plated trim and inlay	1.95
54-154	Executive model, transparent barrel	1.40
62-162	Medium length model, essence of pearl barrel	1.25
62T-162T	Above model with Telephone Dialer cap	1.25
63-163	Pocket-level model, chrome or bronze cap	1.70
64-164	Medium length model, opaque barrel	1.20
64T-164T	Above model with Telephone Dialer cap	1.20
64X	Short length model	1.20
64C-164C	Calendar Pencil	1.20
65-165	Pocket-level style, opaque barrel	1.40
66-166	Pocket-level style, essence of pearl barrel	1.40
68-168	Pocket-level, gold plated trim	2.25
72-172	Slender barrel, metal cap	1.10
72X	Short length model	1.10
76-176	Heavy-duty, oversize model; exposed eraser	1.00

• **AUTOPOINT BALL-POINT PENS, PEN-PENCIL SETS**

636	Retractable Ball Point Pen	\$1.70
636/63 or 636/163	Pen-Pencil Set	3.35
615	Taper Desk Pen Ball Pen	1.70
605	Penstix Ball Pen35

• **AUTOPOINT BALL-POINT PEN DESK SETS**

235	Memo Case Desk Set	4.25
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• **AUTOPOINT KNIVES AND LETTER OPENERS**

206	Magnifying Letter Opener	\$1.75
400	Sliding Blade Pocket Knife	1.10
400C	Sliding Blade Pocket Knife with Key Chain	1.20
411	Pen Knife	1.65
412	Jack Knife	1.50
415	Letter-Opener Knife	2.50

• **AUTOPOINT DESK ACCESSORIES**

151	Memo Case (3" x 5" Refill).....	1.25
153	Perpetual Calendar Memo Case (3" x 5" Refill).....	2.00
155	Memo Case (4" x 6" Refill).....	1.75
210	Memo Case (3" x 5" Refill).....	1.25
212	Memo Case (4" x 6" Refill).....	1.75
245	Metal Clipboard (8" x 5" Refill);.....	2.50
247	Metal Clipboard with Tel. Index;.....	3.25
301	Instant-Action Telephone Index.....	6.00
314	Ash Receiver.....	3.50
316	Ash Receiver.....	3.25
361	Deluxe Outdoor Thermometer.....	5.00
362	Deluxe Desk Thermometer.....	5.75
955	Name Plate, Gold Plate, 8-inch Bases.....	5.95
956	Name Plate, Chrome Plate, 8 inch Bases.....	3.75
958	Name Plate, Gold Plate, 10 inch Bases.....	7.50
959	Name Plate, Chrome Plate, 10 inch Bases.....	4.60
957G	Name Plate Kit, Gold Plate, 8-inch Bases.....	119.00
957C	Name Plate Kit, Chrome Plate, 8-inch Bases.....	70.00
960G	Name Plate Kit, Gold Plate, 10-inch Bases.....	135.00
960C	Name Plate Kit, Chrome Plate, 10-inch Bases.....	77.00

Name Plate Kits consist of 20 bases and 300 letters each, as follows:

20 each: A, E, O, S, R and periods 10 each: B, C, D, F, H, P, M, T, W
15 each: I, L, N 5 each: G, J, K, Q, U, V, X, Y, Z

8-inch bases accommodate up to 14 letters, periods and spaces each.

10-inch bases accommodate up to 18 letters, periods and spaces each.

NOTE: The following Name Plate Replacement parts are available:

ITEM	GOLD PLATE RETAIL LIST	CHROME PLATE RETAIL LIST
8-inch bases.....	\$3.10	\$1.85
10-inch bases.....	4.00	2.25
Individual Letters and Characters.....	.20	.14

Additional numerals, characters and letter combinations available:

2, 3, 4, 5, 6, 7, 8, 9, ., c, \$, &, €, Jr., Mc.

• **AUTOPOINT VINYL PLASTIC ACCESSORIES WITH GOLD FOIL**

*750K	Keycase.....	\$1.30
*760S	Small Pocket Secretary.....	1.25
*762S	Large Pocket Secretary.....	1.75
*767	Automobile Document Folder.....	.70
769	Insurance Folder.....	1.50
700	Accordian Transparent Pass Pockets (6).....	.35
*773N	Vest Pocket Secretary Note Book.....	.60
*774	Business Card Case.....	.35
*775	Deluxe Accordian Pass Case (8 pockets).....	.85
776	Pocket Protector (without Gold Foil).....	.25
*777	Wallet.....	1.00
*778	Wallet with Snap-Over Pocket.....	1.50
*779	Ladies Wallet.....	1.75
*741	Money-Clip Card-Case.....	.65
784	"Insul-Pak" Insulated Bag (without Gold Foil).....	6.95
785	"Storm-Kerchief" Rain Cap (without Gold Foil).....	.49
*777/750K	Set, Wallet and Keycase.....	2.30
*777/750K/762S	Set, Wallet, Keycase and Pocket Secretary.....	4.25

*Prices do not include Retail Dealers Excise Tax where applicable.

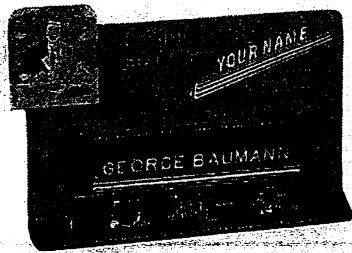
Items 777-778-750K-760S-762S in individual boxes, others bulk packed.

Autopoint®

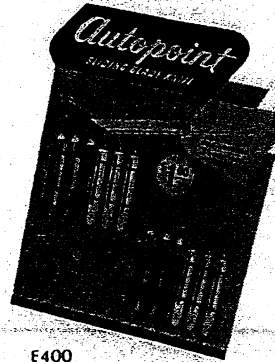
DISPLAY EASELS



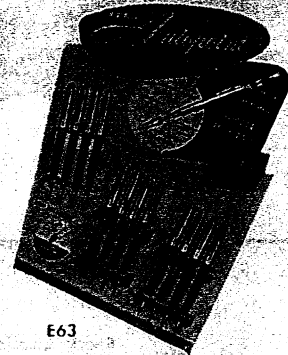
E636



957



E400



E63

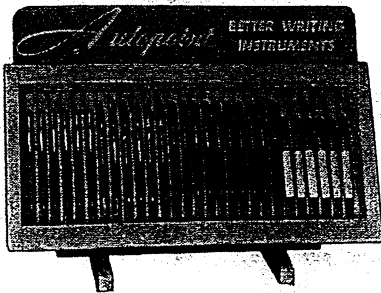
Feature AUTOPOINT Merchandise Display Easels for their eye-catching reminder value. Prominently displayed, they will help the AUTOPOINT products you stock *sell themselves!*

Colorful, new AUTOPOINT easels are brightly printed on heavy, durable board, and are available with every one dozen AUTOPOINT Mechanical Pen-

cils, Ball Point Pens or Sliding Blade Knives ordered, if so specified.

To order, add the prefix "E" to the catalog number of item or items to be displayed. Example: for one easel of one dozen No. 48G Pencils, specify **E48G**.

All AUTOPOINT Name Plate Kits include easel.

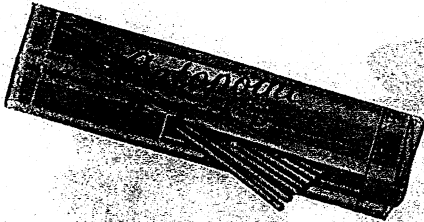


Deluxe AUTOPOINT Counter Display Case—This handsome blonde hardwood counter case, with piller-proof, glassed-in, hinged front accommodates up to 28 Pencils or Pens, providing the last word in quality display. Open Sections in back of case provide handy storage space for refill leads, erasers, ink cartridges. Case is offered *free* with your order for special "Deal Assortment." Write AUTOPOINT CO. or Representative about the "AUTOPOINT Deluxe Counter Display Case Deal" — **TODAY!**

RETAIL PRICE LIST

• AUTOPOINT REFILL ITEMS

- Leads • Erasers • Ball Point Pen Cartridges •
- Pocket Secretary Memo Refills •
- Memo Case Refills •



Black Leads (Degrees: 2B extra soft, B soft, HB medium, F firm, H medium, 2H hard, 3H extra hard, 4H very hard)

ITEM NO.	Retail List
• Standard (.046"): All degrees	
43N Plastic tube of 24	\$0.15
30N Box of 72	.25
• "Real-Thin" (.036"): B, HB, F, H, 2H, 3H, 4H	
512 Plastic tube of 24	.15
514 Box of 144	.60
• Thick (.076"): 2B, HB, H, 2H, 3H, 4H, China Marking	
41K plastic tube of 8	.15
32K Box of 36	.60
Extra Thick (.160")	
44 Box of 4 graphite leads	.25
44CM Box of 4 China Marking Leads	.25
• Standard (.046") Intense Mark Sensing	
42DM Plastic tube of 24	.20
29DM Box of 72	.50

Colored Leads (Red, Blue, Green, Orange, Yellow, Brown, indelible)

• Standard (.046")	
338N Plastic Tube of 12	\$0.15
31N Box of 72	.50
44SN Plastic Tube of 12 Silver	.15
45PHN Plastic Tube of 12, Purple Hektograph	.20
• "Real-Thin" (.036")	
513 Plastic Tube of 12	.15
515 Box of 72	.60
• Thick (.076")	
441K Plastic Tube of 6	.15
33K Box of 36	.60
441KC Plastic Tube of 6, Red China Marking	.15
33KC Box of 36, Red China Marking	.60

ITEM NO.	Retail List
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Erasers

• Oversize—for No. 76 or 176 Pencil	
39E Tube of 3 erasers	\$0.10
35E Box of 72	1.00
• Standard—for regular size pencils	
40E Tube of 4 erasers	.10
34E Box of 72	.75

Ball Point Pen Cartridges

636C—for #636 Pen and #235 and #610 Sets	each .40
633C—for #633 Pen	each .40
635C—for #635 Pen	each .40
*636TP—Twin-Pack Display cards with two refills for No. 636 Pen and #235 and #610 Sets each	.75

Pocket Secretary Memo Pads

760M 1 doz. pads for No. 760 Secretary	\$1.00
762M 1 doz. pads for No. 762 Secretary	2.00

Memo Case and Index Refills

4x6 Memo sheets, 200 per pack, per doz. packs	\$3.75
3x5 Memo sheets, 200 per pack, per doz. packs	2.95
3x5 Index memo sheets, 100 per pack, per doz. packs	1.65
301B Index cards, bristol, per set	.65

*Autopoint
company*



DIVISION OF CORY CORPORATION

1801 FOSTER AVENUE
CHICAGO 40, U. S. A.
TELEPHONE LONG BEACH 1-3200

November 1, 1955

Gentlemen:

Enclosed is the NEW AUTOPOINT RETAIL PRICE LIST. You will see that there have been several price changes, notably among the leads and erasers. Generally speaking, however, you will find the same moderate prices on the same high quality products for which AUTOPOINT has been famous these past thirty-five years!

Also attached is a retail catalog insert, showing our latest (and, incidentally, extremely exciting!) AUTOPOINT items. The products reproduced on this page are all EXCLUSIVE WITH AUTOPOINT - designed and priced to be real sales builders for you!

The No. 1333 AUTOPOINT CHIPMASTER on the first page is proving to be the "gift-for-men" sensation of the fall market! And the AUTOPOINT MEMORAMA - an extraordinarily useful gift -- also has been a great source of gratification to us sales-wise this early in the season.

We hope our NEW PRICE LIST and NEW PRODUCT INFORMATION SHEET enable you to select your AUTOPOINT merchandise quickly and easily, so that you won't lose out on your share of this year's already-booming Christmas trade.

May we have your order at your early convenience?

Cordially,

Vice President

RHP:MH

EFFECTIVE NOVEMBER 1, 1955

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1801 FOSTER AVE. • CHICAGO 40, ILL.

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2C	Checking Pencil	\$1.40
6-106	Slender barrel, Utility model75
8-108	Double-end model	1.40
10	Double-end Checking Pencil	1.70
11CT-111CT	Telephone Dialer model, beaded chain	1.70
12T-112T	Telephone Dialer model	1.40
12T 8-Ball	Telephone Dialer model, "8-Ball" top	1.40
46M-146M	Magnet Pencil, metal cap, standard colors	1.95
48-148	Executive model, "diamond-cut" cap	1.25
48G-148G	Executive model, gold plated trim	1.70
*52G-152G	Deluxe model, gold plated trim and inlay	1.95
54-154	Executive model, transparent barrel	1.40
62-162	Medium length model, essence of pearl barrel	1.25
62T-162T	Above model with Telephone Dialer cap	1.25
63-163	Pocket-level model, chrome or bronze cap	1.70
64-164	Medium length model, opaque barrel	1.20
64T-164T	Above model with Telephone Dialer cap	1.20
64X	Short length model	1.20
64C-164C	Calendar Pencil	1.20
65-165	Pocket-level style, opaque barrel	1.40
66-166	Pocket-level style, essence of pearl barrel	1.40
68-168	Pocket-level, gold plated trim	2.25
72-172	Slender barrel, metal cap	1.10
72X	Short length model	1.10
76-176	Heavy-duty, oversize model; exposed eraser	1.00

• **AUTOPOINT BALL-POINT PENS, PEN-PENCIL SETS**

636	Retractable Ball Point Pen	\$1.70
636/63 or 636/163	Pen-Pencil Set	3.35
615	Taper Desk Pen Ball Pen	1.70
605	Penstik Ball Pen35
606	Pen98
607	Pen98

• **AUTOPOINT BALL-POINT PEN DESK SETS**

235	Memo Case Desk Set	4.25
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• **AUTOPOINT KNIVES AND LETTER OPENERS**

206	Magnifying Letter Opener	\$1.75
400	Sliding Blade Pocket Knife	1.10
400C	Sliding Blade Pocket Knife with Key Chain	1.20
411	Pen Knife	1.65
412	Jack Knife	1.50
415	Letter-Opener Knife	2.50

• AUTOPOINT DESK ACCESSORIES

151	Memo Case (3" x 5" Refill).....	1.25
153	Perpetual Calendar Memo Case (3" x 5" Refill).....	2.00
155	Memo Case (4" x 6" Refill).....	1.75
210	Memo Case (3" x 5" Refill).....	1.25
212	Memo Case (4" x 6" Refill).....	1.75
215	Memo Case.....	1.75
216	Memo Case with Plate.....	3.00
245	Metal Clipboard (8" x 5" Refill).....	2.50
247	Metal Clipboard with Tel. Index.....	3.95
301	Instant-Action Telephone Index.....	6.00
314	Ash Receiver.....	4.25
316	Ash Receiver.....	3.25
361	Deluxe Outdoor Thermometer.....	5.00
362	Deluxe Desk Thermometer.....	5.75
360	Thermometer.....	2.00
907	Memorama.....	7.95
955	Name Plate, Gold Plate, 8-inch Bases.....	5.95
956	Name Plate, Chrome Plate, 8 inch Bases.....	3.75
958	Name Plate, Gold Plate, 10 inch Bases.....	7.50
959	Name Plate, Chrome Plate, 10 inch Bases.....	4.60
957G	Name Plate Kit, Gold Plate, 8-inch Bases.....	119.00
957C	Name Plate Kit, Chrome Plate, 8-inch Bases.....	70.00
960G	Name Plate Kit, Gold Plate, 10-inch Bases.....	135.00
960C	Name Plate Kit, Chrome Plate, 10-inch Bases.....	77.00
1333	Chipmaster.....	35.00

Name Plate Kits consist of 20 bases and 300 letters each, as follows:

20 each: A, E, O, S, R and periods 10 each: B, C, D, F, H, P, M, T, W
 15 each: I, L, N 5 each: G, J, K, Q, U, V, X, Y, Z
 8-inch bases accommodate up to 14 letters, periods and spaces each.
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NOTE: The following Name Plate Replacement parts are available:

ITEM	GOLD PLATE RETAIL LIST	CHROME PLATE RETAIL LIST
8-inch bases.....	\$3.10	\$1.85
10-inch bases.....	4.00	2.25
Individual letters and Characters.....	.20	.14

Additional numerals, characters and letter combinations available:

2, 3, 4, 5, 6, 7, 8, 9, -, c, \$, &, €, Jr., Mc.

• AUTOPOINT VINYL PLASTIC ACCESSORIES WITH GOLD FOIL

*750K	Keycase.....	\$1.30
*760S	Small Pocket Secretary.....	1.25
*762S	Large Pocket Secretary.....	1.75
*767	Automobile Document Folder.....	.95
769	Insurance Folder.....	1.50
*700	Accordion Transparent Pass Pockets (6).....	.35
*773N	Vest Pocket Secretary Note Book.....	.60
*774	Business Card Case.....	.35
*775	Deluxe Accordion Pass Case (8 pockets).....	.85
776	Pocket Protector (without Gold Foil).....	.25
*777	Wallet.....	1.00
*778	Wallet with Snap-Over Pocket.....	1.50
*779	Ladies Wallet.....	2.00
*741	Money-Clip Card-Case.....	.65
785	"Storm-Kerchief" Rain Cap (without Gold Foil).....	.49
*777/750K	Set, Wallet and Keycase.....	2.30
*777/750K/762S	Set, Wallet, Keycase and Pocket Secretary.....	4.05

*Prices do not include Retail Dealers Excise Tax where applicable.

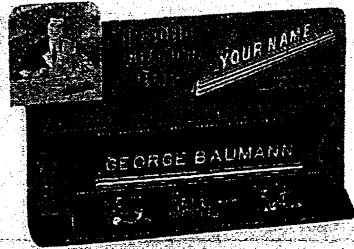
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Autopoint®

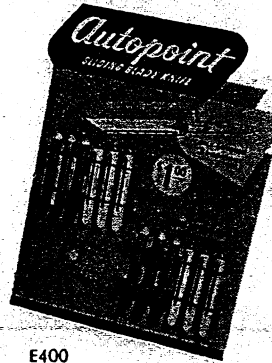
DISPLAY EASELS



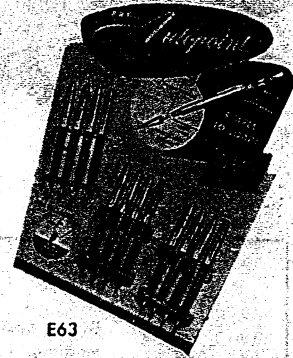
E636



957



E400



E63

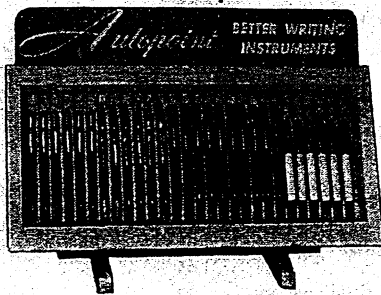
Feature AUTOPOINT Merchandise Display Easels for their eye-catching reminder value. Prominently displayed, they will help the AUTOPOINT products you stock *sell themselves!*

Colorful, new AUTOPOINT easels are brightly printed on heavy, durable board, and are available with every one dozen AUTOPOINT Mechanical Pen-

cils, Ball Point Pens or Sliding Blade Knives ordered, if so specified.

To order, add the prefix "E" to the catalog number of item or items to be displayed. Example: for one easel of one dozen No. 48C Pencils, specify **E48C**.

All AUTOPOINT Name Plate Kits include easel.

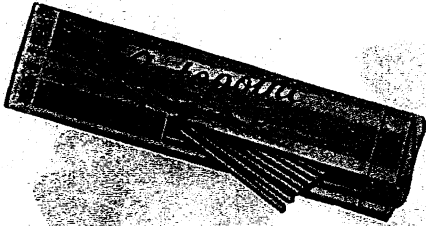


Deluxe AUTOPOINT Counter Display Case — This handsome blonde hardwood counter case, with pilfer-proof, glassed-in, hinged front accommodates up to 28 Pencils or Pens, providing the last word in quality display. Open Sections in back of case provide handy storage space for refill leads, erasers, ink cartridges. Case is offered *free* with your order for special "Deal Assortment." Write AUTOPOINT CO. or Representative about the "AUTOPOINT Deluxe Counter Display Case Deal" — **TODAY!**

RETAIL PRICE LIST

• AUTOPOINT REFILL ITEMS

- Leads • Erasers • Ball Point Pen Cartridges •
- Pocket Secretary Memo Refills •
- Memo Case Refills •



Black Leads (Degrees: 2B extra soft, B soft, HB medium, F firm, H medium, 2H hard, 3H extra hard, 4H very hard)

ITEM NO.	Retail List
• Standard (.046"): All degrees	
43N Plastic tube of 24.....	\$0.15
30N Box of 72.....	.30
• "Real-Thin" (.036"): B, HB, F, H, 2H, 3H, 4H	
512 Plastic tube of 24.....	.15
514 Box of 144.....	.60
• Thick (.076"): 2B, HB, H, 2H, 3H, 4H, China Marking	
41K plastic tube of 8.....	.15
32K Box of 36.....	.60
Extra Thick (.160")	
44 Box of 4 graphite leads.....	.25
44CM Box of 4 China Marking Leads.....	.25
• Standard (.046") Intense Marking Sensing	
42DM Plastic tube of 24.....	.20
29DM Box of 72.....	.50

Colored Leads (Red, Blue, Green, Orange, Yellow, Brown, indelible)

• Standard (.046")	
338N Plastic Tube of 12.....	\$0.15
31N Box of 72.....	.50
44SN Plastic Tube of 12 Silver.....	.15
45PHN Plastic Tube of 12, Purple Hektograph.....	.20
• "Real-Thin" (.036")	
513 Plastic Tube of 12.....	.15
515 Box of 72.....	.60
• Thick (.076")	
441K Plastic Tube of 6.....	.15
33K Box of 36.....	.60
441KC Plastic Tube of 6, Red China Marking.....	.15
33KC Box of 36, Red China Marking.....	.60

ITEM NO. Retail List

Erasers

- Oversize—for No. 76 or 176 Pencil
- 39E Tube of 3 erasers.....\$0.15
- 35E Box of 72..... 1.50
- Standard—for regular size pencils
- 40E Tube of 4 erasers..... .15
- 34E Box of 72..... 1.20

Ball Point Pen Cartridges

- 636C—for #636 Pen and #235 and #610 Sets.....each .40
- 633C—for #633 Pen.....each .40
- 635C—for #635 Pen.....each .40
- 606C—for No. 606-07 Pen.....each .25

Pocket Secretary Memo Pads

- 760M 1 doz. pads for No. 760 Secretary.....\$1.00
- 762M 1 doz. pads for No. 762 Secretary..... 2.00
- 773NM 1 doz. pads for 773N..... 1.00

Memo Case and Index Refills

- 4x6 Memo sheets, 200 per pack, per doz. packs..... \$3.75
- 3x5 Memo sheets, 200 per pack, per doz. packs..... 2.95
- 3x5 Index memo sheets, 100 per pack, per doz. packs..... 1.65
- 3018 Index cards, bristol, per set... .65



top quality . . .

peak performance . . .

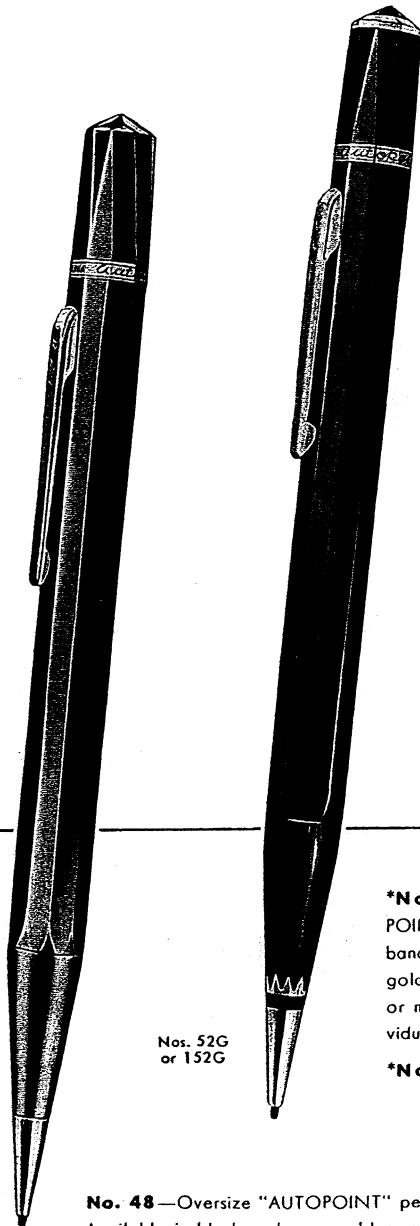
with

Autopoint[®]

BETTER PENCILS

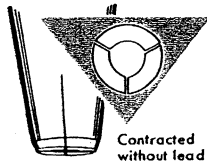
For truly PROFITABLE selling, stock a wide selection of "AUTOPOINT" Better Pencils, recommended and bought with confidence the world over.

Durable, reliable "AUTOPOINT" Pencils are offered in a variety of handsome styles and colors, manufactured to exacting precision standards to give your customers the ultimate in trouble-free writing pleasure.

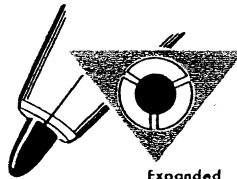


Nos. 52G
or 152G

The exclusive "AUTOPOINT"
GRIP-TITE-TIP



Contracted
without lead



Expanded
with lead

***No. 52G . . .** deluxe "AUTOPOINT" oversize model pencil. Tip, band and inlaid trim are 12K rolled gold plate. Available in black, green or maroon. Uses standard lead. Individually boxed.

***No. 152G**—"Real-Thin" lead model.

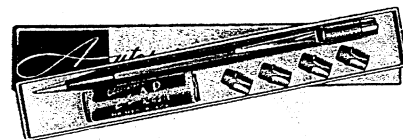
No. 48—Oversize "AUTOPOINT" pencil with smart "diamond-cut" cap. Available in black, red, green, blue, maroon or mottled maroon barrel; finger grip and cap in contrasting black or same color as barrel. Clip, tip and trim in lustrous silvomite. Uses standard lead. Individually boxed.

No. 148—Model for "Real-Thin" lead.

**Item subject to 20% Federal Excise Tax (Consumer Tax)*



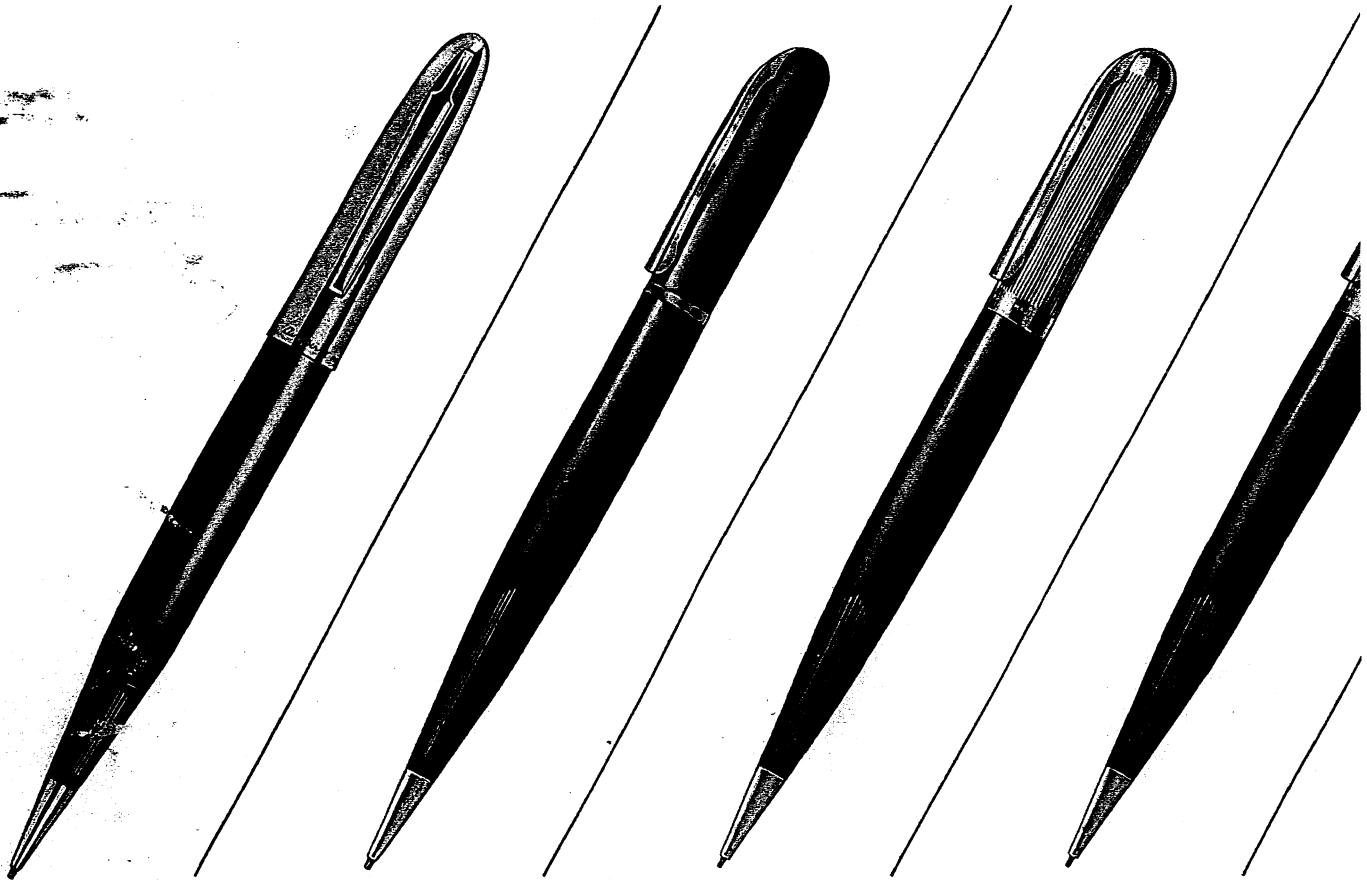
• Colorful "AUTOPOINT" display easels add "buy-appeal" to your counter, are furnished without charge. For information see Price List.



Any style "AUTOPOINT" pencil may be ordered with leads and erasers packed in gift box.

PROFITABLE SELLING WITH...

Autopoint®



No. 63—New, gracefully modern "AUTOPOINT" pencil in gleaming black, dubonnet, gray, red or white. Streamlined cap in lustrous chrome or gold-like bronze finish. Tip and new "rocker-action" clip in silvonite. Uses standard lead. Individually boxed.

No. 163—Model for "Real-Thin" lead.

No. 68—"AUTOPOINT" pencil in the popular pocket-level style. Cap, barrel and finger grip in black or dubonnet molded plastic. Tip, band and "rocker-action" clip in 12K rolled gold plate. Uses standard lead. Individually boxed.

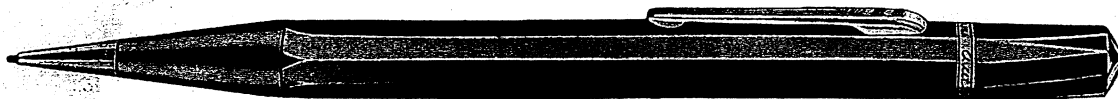
No. 168—Model for "Real-Thin" lead.

No. 69—"AUTOPOINT" pencil with cap in rich, engraved, silvery finish. Barrel and finger grip in black or dubonnet molded plastic. Tip and "rocker-action" clip are of 12K rolled gold plate. Uses standard lead. Individually gift boxed.

No. 169—Model for "Real-Thin" lead.

***No. 70**—Distinctive "AUTOPOINT" pencil with cap, tip and pocket-level "rocker-action" clip in 12K rolled gold plate. Barrel and finger grip in rich, contrasting black or dubonnet. Uses standard lead. Individually boxed.

***No. 170**—Model for "Real-Thin" lead.



No. 48G—Distinctive, oversize "AUTOPOINT" pencil with "diamond-cut" cap design. Barrel in black, red, green, blue, maroon or mottled maroon; finger grip and cap in contrasting black or same color as barrel. Tip and band are 12K rolled gold plate. Uses standard lead. Individually boxed.

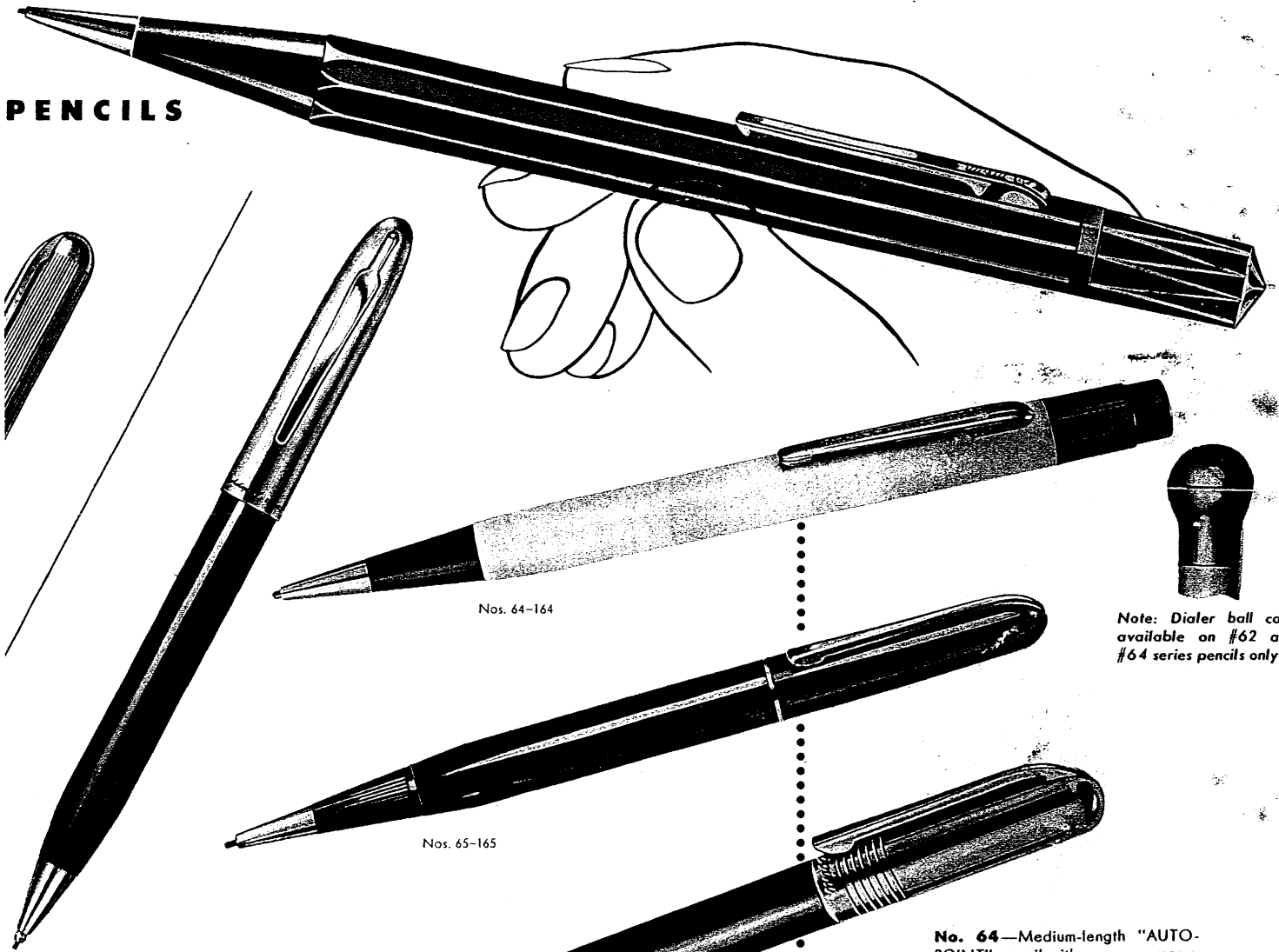
No. 148G—Model for "Real-Thin" lead.



No. 76—Heavy duty, oversize "AUTOPOINT" pencil with large exposed eraser. Barrel colors: black, red, green, blue, maroon or mottled maroon. Finger grip in contrasting black or same color as barrel. Clip, tip, erasure ferrule in silvonite finish. Uses standard lead. Individually boxed.

No. 176—Model for "Real-Thin" lead.

PENCILS



Note: Dialer ball caps available on #62 and #64 series pencils only

3—"Push-O-Matic" Pencil "AUTOPOINT" holds 24 leads, automatically with a press of Colors: black, dubonnet, or white. Chrome or gold-ze cap; tip and "Rocker-lip in silvomite. Uses "Real-d only. Individually boxed.

Nos. 64-164

Nos. 65-165

Nos. 67-167

No. 64—Medium-length "AUTO-POINT" pencil with opaque pyroxylin barrel in white, green, yellow, red, gray, black or cream. Fluted cap and finger grip in black, red, green or blue plastic. Clip and trim silvomite. Standard lead. Individually boxed.

No. 164—"Real-Thin" lead model.
Nos. 64X, 164X—Short-lgth. models.

Nos. 62-162—Medium-length models with white, amber or green essence of pearl barrels.

No. 65—"AUTOPOINT" pencil in modern, pocket-level style. Barrel, cap and finger grip in black, dubonnet or gray plastic. "Rocker-action" clip and trim in silvomite. Uses standard lead. Individually boxed.

Nos. 66-166—Models with white, amber or green essence of pearl barrels.

No. 67—Deluxe "AUTOPOINT" pencil, opaque pyroxylin barrel in gleaming ebony black, dubonnet, gray, green or white. Metal cap in chrome or bronze finish. "Rocker-action" clip and tip in silvomite. Uses standard lead. Individually boxed.

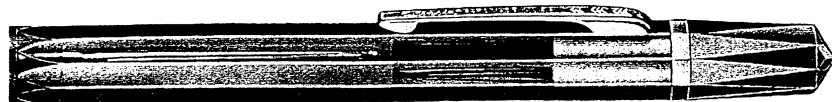
No. 167—"Real-Thin" lead model.



—An attractive "AUTOPOINT" standard-size pencil with barrel in black, en, blue, maroon or mottled maroon. Tip, clip and cap in silvomite. 1 lead. Individually boxed.

2—Model for "Real-Thin" lead.

X—Same model in handy, short length style (4 inches). Uses standard ad only. Same colors as above.




1—New, ruby-red, transparent barrel in the popular oversize "AUTO-pencil. Smart "diamond-cut" cap. Clip, band and tip in gleaming silvomite ses standard lead. Individually boxed.

4—Model for "Real-Thin" lead.


*Item subject to 10% Federal Excise Tax (Consumer Tax)

SPECIAL PURPOSE • UTILITY


Autopoint PENCILS



No. 2C—“AUTOPOINT” checking pencil. “Grip-Tite Tip” assures excellent performance with thick lead. Black barrel. Finger grips same color as lead: red, blue, green, yellow, purple or black. Fluted cap, clip and tip in silvonite finish. No eraser. Individually boxed.




No. 10—“AUTOPOINT” double-end checking pencil. “Grip-Tite Tips” for dependable service with thick lead. Black barrel. Finger grips same color as lead: red, blue, green, yellow, purple or black. Clip and tips in silvonite. Individually boxed.




No. 6—Utility model “AUTOPOINT” pencil with slender barrel, exposed eraser. Barrel colors: black, red, blue, green, maroon or mottled maroon. Finger grip in black or same color as barrel. Clip, tip and eraser ferrule in silvonite finish. Uses standard lead. Packed in bulk.

No. 106—Model for “Real-Thin” lead.



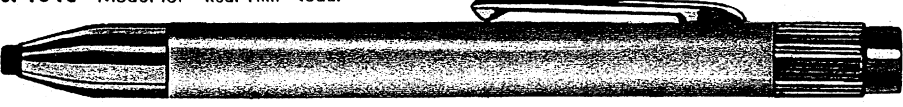
No. 8—“AUTOPOINT” double-end pencil. Black barrel. Finger grips colored to indicate color of lead at each end: red, blue, green, purple, yellow or black. Clip and tips in silvonite finish. Uses standard lead. Individually boxed.

No. 108—Model for “Real-Thin” lead.

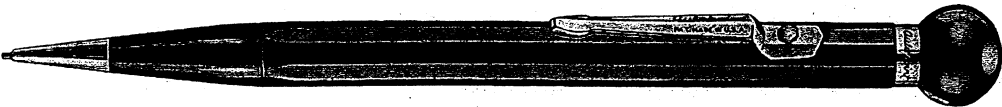


No. 64C—“AUTOPOINT” Calendar pencil. Twelve full months printed on white barrel. Sundays, holidays, months in red; dates in black. Fluted cap and finger grip in black, green, red or blue. Clip and tip in silvonite. Uses standard lead. Individually boxed.

No. 164C—Model for “Real-Thin” lead.



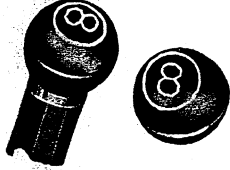
No. 4—“AUTOPOINT” china marking or checking pencil. Uses 4-inch, extra thick china marking or checking lead. Adjustable tip prevents cutting or clogging of lead. Black or white plastic barrel; cap in black, red or blue to match color of lead. Silvonite finish trim. Packed in bulk.



No. 12T—Telephone-dialer “AUTOPOINT” pencil. Rotating ball top fits dial openings. No eraser. Finger grip and barrel, black only. Clip and trim in silvonite finish. Uses standard lead. Individually boxed.

No. 11CT—Same as No. 12T without clip; supplied with 16-inch beaded chain.

No. 112T and No. 111CT—Models for “Real-Thin” lead.



Note: Dialer ball caps available on #62 and #64 series pencils only

• for retail prices and dealer discounts, see price list

AUTOPOINT COMPANY • Division of CORY Corporation • 1801 FOSTER AVE • CHICAGO 40

Autopoint®

Today, as ever, the intelligent retailer is featuring products that *build customers*. He knows that only quality and performance will bring the customer back. And that only through *repeat* business will his business grow and profits increase year after year. When you sell an Autopoint product you can be sure of customer satisfaction—the result of over 36 years of adherence to quality standards and sound merchandising. Today, as a division of the nationally known CORY CORPORATION, Autopoint offers a broader line as shown in this catalog. You'll find these products will attract customers, satisfy them to the utmost, build your volume and profits to a new high! Order your Autopoint stock today!

The famous "AUTOPOINT"
GRIP-TITE TIP

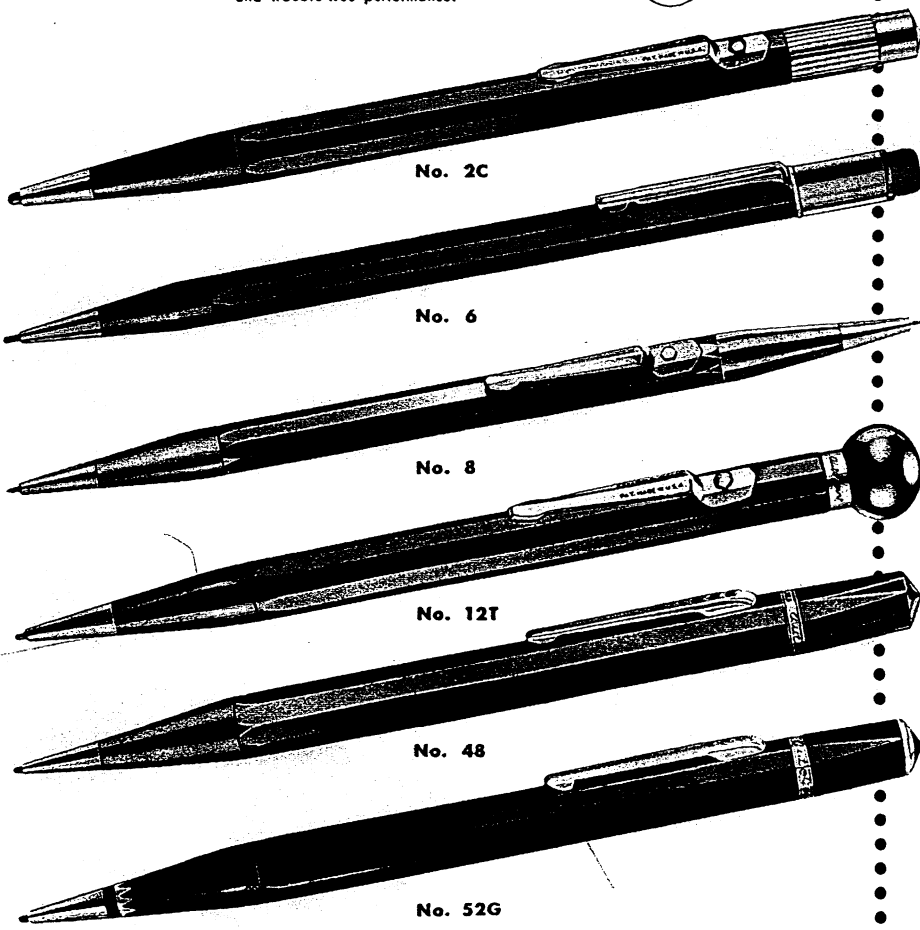
As the lead is propelled forward the tip expands, holds lead securely. Lead can't wobble, turn or fall out. It's the secret of Autopoint's long life and trouble-free performance!



Contracted without lead



Expanded with lead



PENCIL COLORS

Black	Kelly Green	Deep Blue	Pine Green
Wine Red	Pearl Gray	Tangerine	Mottled-Maroon
Maroon	Bright Yellow	Cherry Red	

(Except as stated in description of pencils)

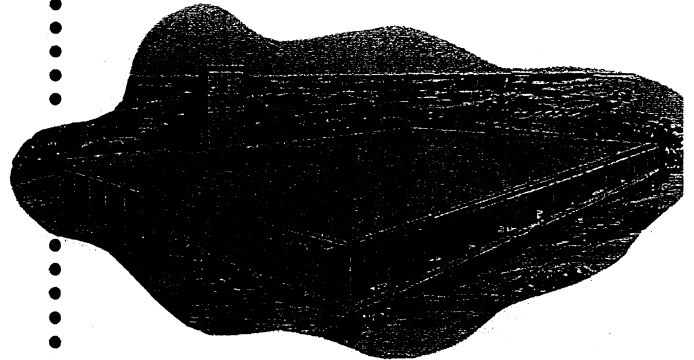
Finger grip black or above colors, or contrasting combinations.

PENS

PENCILS

DESK ACCESSORIES

SPECIALTIES



AUTOPOINT COMPANY • Division of CORY Corporation

3200 W. PETERSON AVE. • CHICAGO 45, ILL.

Autopoint®

PENCILS

No. 2C—Checking model for thick lead. GRIP-TITE TIP; black barrel; finger grip same colors as lead—red, blue, green, yellow, purple or black. Cap, clip, trim—silvomite finish. No eraser. Boxed.

No. 6—Utility model, slender barrel. Clip, tip and eraser ferrule—silvomite finish. Standard lead. Bulk packed.

No. 106—For "Real Thin" lead.

No. 8—Popular double-end model. Black barrel; finger grips in colors to indicate lead—red, blue, green, purple, yellow or black. Clip and tip silvomite finish. Standard lead. Boxed.

No. 108—For "Real Thin" lead.

No. 12T—Telephone dialer model. Rotating ball top fits dial openings. No eraser. Black only—clip and trim silvomite finish. Standard lead. Boxed.

No. 112T—For "Real Thin" lead.

No. 11CT—Same as No. 12T, plus 16 inch beaded chain. No clip. Standard lead.

No. 111CT—For "Real Thin" lead.

No. 48—Famous Executive oversize model with handsome diamond-cut design cap. Clip, tip and trim silvomite finish. Standard lead. Boxed.

No. 148—For "Real Thin" lead.

No. 48G—Same as No. 48 except tip and trim band are 12K rolled gold plate. Standard lead.

No. 148G—For "Real Thin" lead.

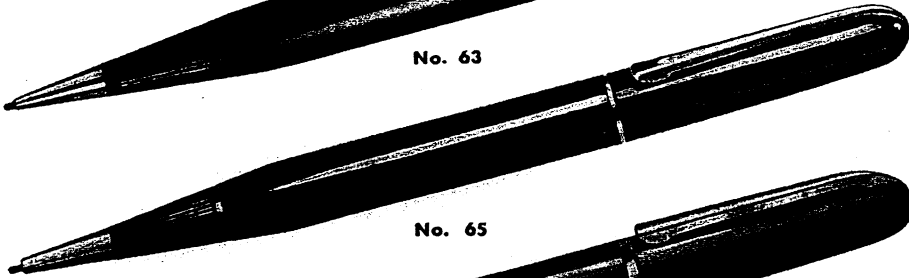
No. 52G—Deluxe Executive oversize model. Tip, band, inlaid trim and crown top are 12K rolled gold plate. Pencils all one color: black, pine green or wine red. Standard lead. Boxed.

No. 152G—For "Real Thin" lead.

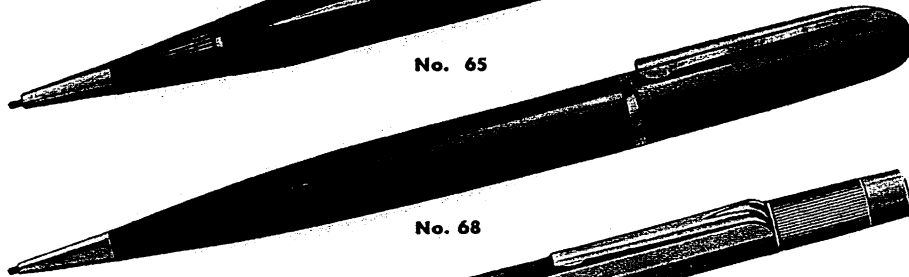
Autopoint PENCILS



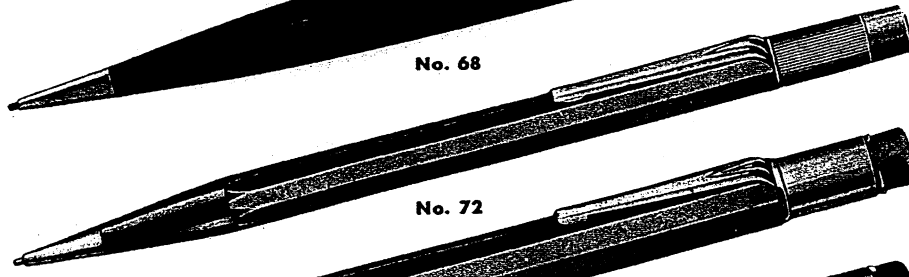
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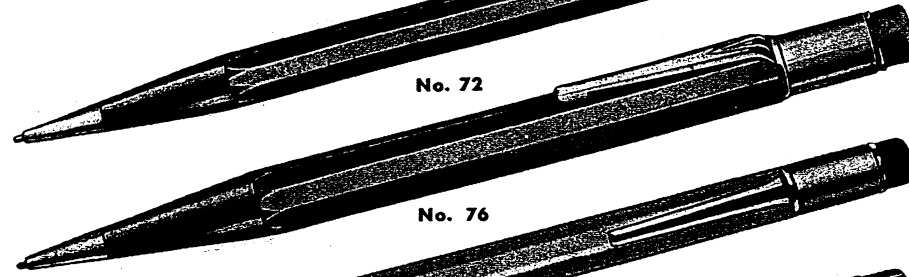
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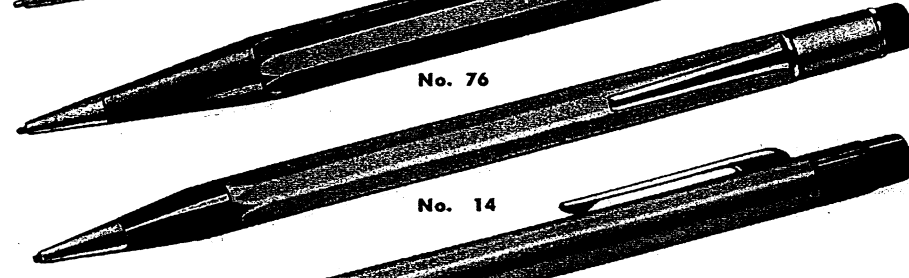
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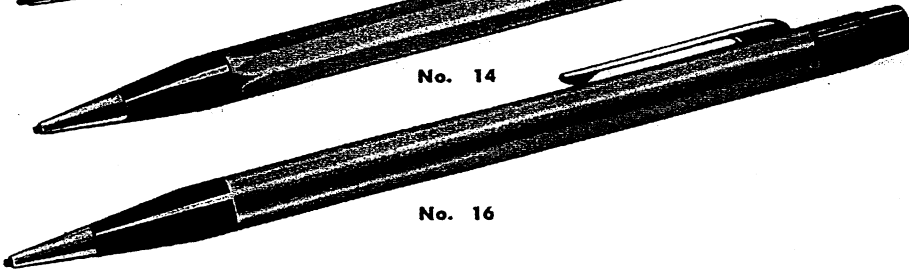
No. 72



No. 76



No. 14



No. 16

No. 63—New modern design, streamlined metal cap—lustrous chrome or bronze tone finish. Barrel colors, black, dubonnet, gray. "Rocker action" clip and tip silvomite finish. Standard lead. Boxed.

No. 163—For "Real Thin" lead.

No. 65—Modern design, barrel and cap molded plastic. Barrel white or yellow with cap and finger grip in black, red, green or blue. Also all black, gray or dubonnet. "Rocker action" clip and tip silvomite finish. Standard lead. Boxed.

No. 165—For "Real Thin" lead.

No. 68—Pocket level style with "rocker action" clip, tip and trim in 12K rolled gold plate. Cap, barrel and finger grip—black or dubonnet. Standard lead. Boxed.

No. 168—For "Real Thin" lead.

No. 76—Heavy duty, oversize model, large exposed eraser. Colors: See "PENCIL COLORS" preceding page. Clip, tip and eraser ferrule silvomite finish. Standard lead. Boxed.

No. 176—For "Real Thin" lead.

No. 72—Utility model with metal eraser cap. Barrel, black, red, green, blue, maroon or mottled maroon. All one color or finger grip in black. Tip, clip and cap silvomite finish. Standard lead. Boxed.

No. 172—For "Real Thin" lead.

No. 72X—Like No. 72 except 4" length. Colors: black, red, green, blue, maroon or mottled maroon. All one color, or finger grip in black. Clip, tip and eraser cap, silvomite finish. Standard lead. Boxed.

No. 14—New aluminum hexagonal model, with molded plastic finger grip in "PENCIL COLORS" listed on preceding page. Tip, clip and eraser ferrule silvomite finish. Standard lead. Boxed.

No. 114—For "Real Thin" lead.

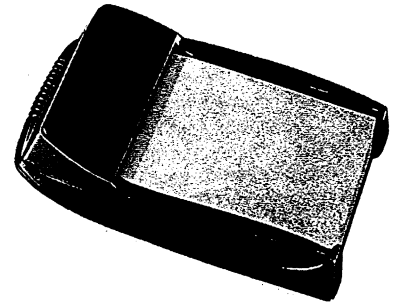
No. 16—New stainless steel barrel model with finger grip and eraser cap in black molded plastic. Clip and tip silvomite finish. Standard lead. Boxed.

No. 116—For "Real Thin" lead.

No. 16G—With 12/30 yellow gold filled tip and gold plated cap. Boxed.

No. 116G—For "Real Thin" lead.

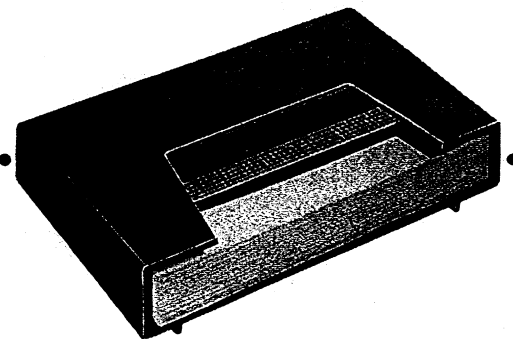
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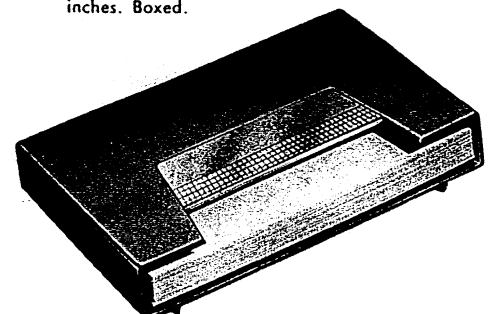
No. 210—MEMO CASE. Smartly styled in streamlined design. Jet black or walnut color molded plastic. Holds 200 sheets 3x5 inches. Boxed.



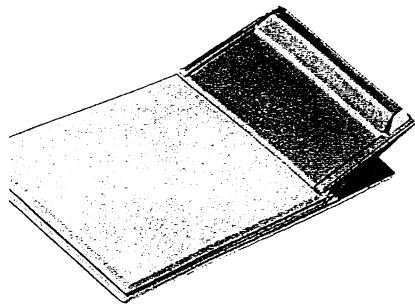
No. 212—MEMO CASE. New horizontal design, executive size. Jet black or walnut color molded plastic. Holds 200 sheets 4x6 inches. Boxed.



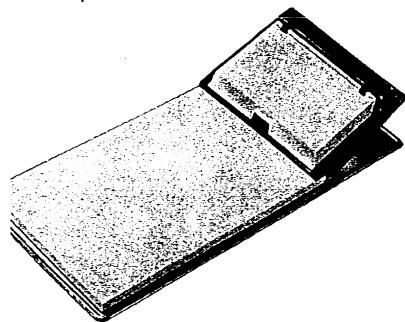
No. 215—TILT-TYPE MEMO CASE. Distinctive new design with two tilt-type runners on base. Molded plastic in cedar brown, ebony black, charcoal gray or cardinal red colors. Holds 200 sheets 4x6 inches. Boxed.



No. 216—DELUXE TILT-TYPE MEMO CASE. Same as No. 215 above except with center metal plate, etched design, in polished gold-like color. Cedar brown, ebony black, charcoal gray or cardinal red colors in molded plastic. Holds 200 sheets 4x6 inches. Boxed.



No. 245—CALENDAR CLIPBOARD. Aluminum back with 3 year calendar printed on face (beneath note paper pad). Large clip top, 4x5 inches. Pad 75 sheets, 5x8 inches. Backboard satin finish aluminum with either baked gold color or silver color clip. Boxed.



No. 247—TELEPHONE INDEX CLIPBOARD. Clip carries unique alphabetical card index. Anodized gold finish board has 3 year calendar on face (beneath note paper pad). Also black felt on base protects desk. Cover in ivory, dubonnet or gray molded plastic. Clip in black, dark brown or navy. 75 sheet pad 5x8 inches. Boxed.



No. 955—DELUXE EXECUTIVE NAME PLATE. All metal personalized name plate—8" base, including name up to 14 letters, characters and spaces. 24K gold plate finish.

No. 956—Same, triple chrome plate.

No. 958—Same as No. 955, 10" base—including name up to 18 letters, characters and spaces. 24K gold plate finish.

No. 959—Same, triple chrome plate.

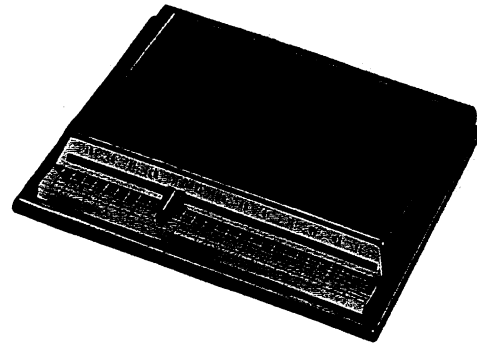
No. 957G—NAME PLATE KIT, 20 eight inch bases, 300 asst'd letters and periods. Accommodates 14 letters, characters and spaces per base. 24K gold plate finish.

No. 957C—Same, except in triple chrome plates.

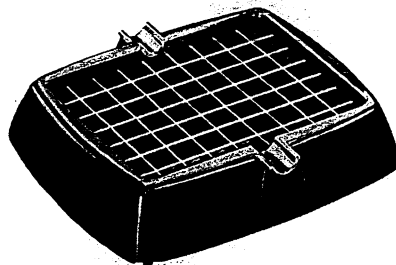
No. 960G—Same as No. 957G—10 inch bases, up to 18 letters, characters and spaces. 24K gold plate finish.

No. 960C—Same, except in triple chrome plate.

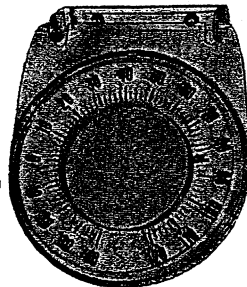
NEW MAGNETIC INDEX



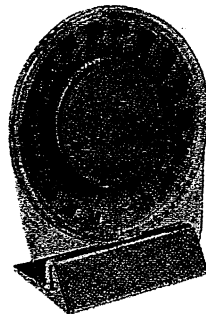
No. 304—The most sensational index on the market—an exclusive Autopoint development. Simply slide selector bar to letter desired—depress lightly—the index opens to card selected! Operates by powerful Alnico 5 magnet—will last indefinitely. Special formula molded plastic case, completely enclosed, tilts back flat when open, for easy writing on cards. Etched metal plates—deluxe in appearance and quality throughout. Base has rubber pads. Cards easily removed for typing. Colors: ebony black, cedar brown, charcoal gray. Individually boxed.



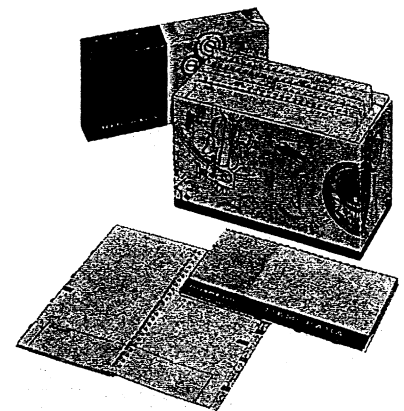
No. 316—DELUXE ASH RECEIVER. Features windproof metal chrome grid top, prevents ash from flying and serves as snuffer. Metal lined molded plastic tray in dubonnet or gray. Boxed.



No. 361—OUTDOOR THERMOMETER. Clear acrylic face with white background, red pointer and black numerals. Center circle undercoated in silver. Accurate—easily read. Adhesive coated bracket for mounting to outside of window pane; also may be hung from window frame or parting rail with screws and bracket supplied. Boxed.



No. 362—DESK THERMOMETER. Same construction as No. 361—except circular face panel and base are gold anodized. Back of clear case is metallic brown with yellow pointer and white numerals, or metallic green with red pointer and black numerals. Boxed.



No. 907—AUTOPOINT MEMORAMA, set of monthly pocket memo books, with permanent file box attractively decorated with symbols of "TIME." Each book spiral bound, printed in red, black and gray. Case also includes directory for names and addresses. Also FUTURAMA sheet covering notes for 12 months, for future and past reference of notations. A new, simple record keeping system for executives, secretaries, salesmen and anyone concerned with appointments, daily records, etc.

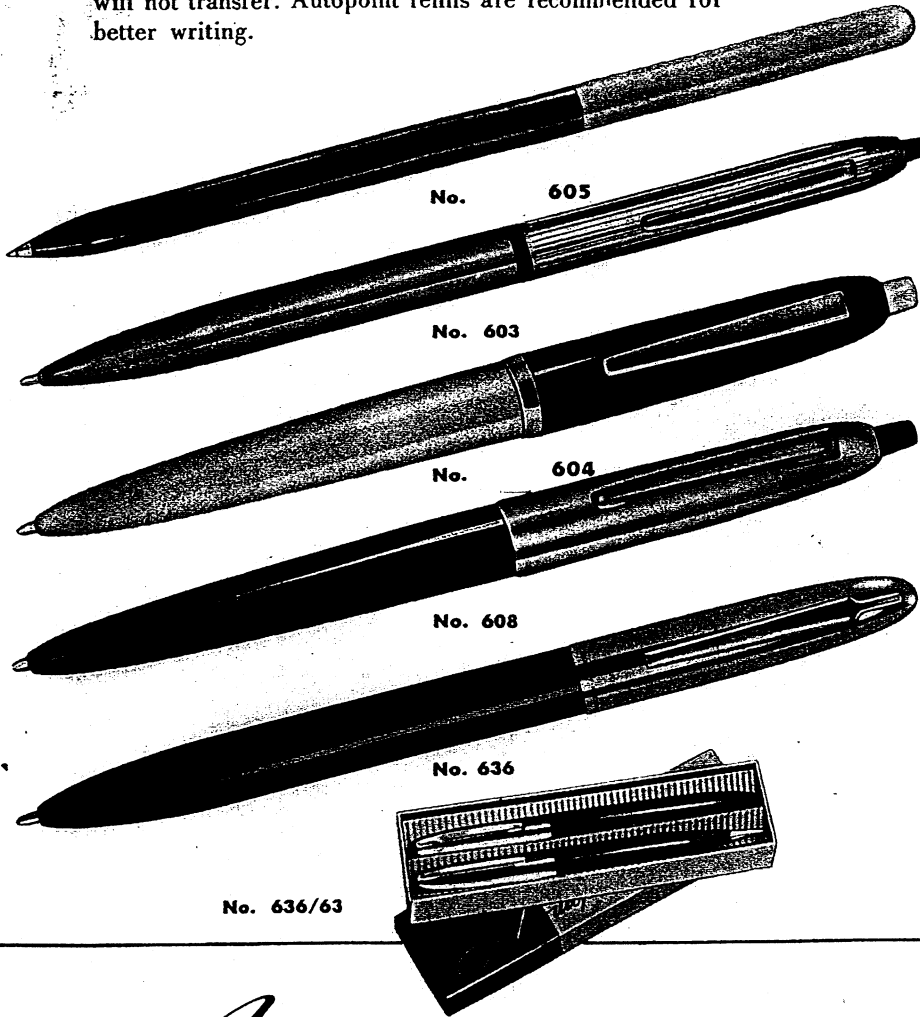


No. 1333—EXCLUSIVE AUTOPOINT CHIP-MASTER. The unusual poker chip set with automatic counting. Press selectors on side of case—up pop chips in units of 5 or 10! 300 quality Plaskon chips; 150 white, 75 each red and blue. Cabinet-grade case—American hardwood, hand polished walnut finish. Fabrilite inlaid cover, black felt lining. Gold anodized metal name on cover. Gift boxed. [No playing cards included in retail list.]

Autopoint BALL PENS

COMBINATION SETS

Typical of Autopoint craftsmanship in writing instruments... Autopoint ball pens are made to high precision standards. They write easier...no blots, smears, and the special inks dry instantly, will not transfer. Autopoint refills are recommended for better writing.

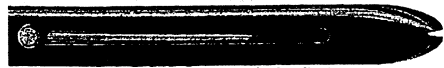


No. 636/63

Autopoint KNIVES AND LETTER OPENERS



No. 415—LETTER OPENER KNIFE. White essence of pearl knife handle, with blade of high carbon steel. Letter opener is fine hard steel, bright finish, non-flexible. Smooth, tapered design. Boxed.



No. 400—AUTOPOINT Sliding Blade model—press button forward, blade locks in choice of 3 positions. Sturdy mechanism, no wobble. Fine cutting edge. Handles in white, yellow, red or black; rounded end in above colors or choice of combinations. Boxed.

No. 400C—Same as above with beaded key chain.

Autopoint COMPANY

• Division of CORY Corporation

3200 West Peterson Avenue, Chicago 45

No. 604—REALPOINT PUSH BUTTON model, rotary action. All plastic, with clip and trim silvomite finish metal. New two-tone sparkling colors. Barrels—jonquil yellow, mint green, paper white, cherry red, ebony black; caps in paper white, cherry red, ebony black, kelly green. Bulk packed.

No. 603—REALPOINT "SILVER STREAK"—"Figure Eight rotary action," slim, streamlined, all metal—with handsome engine-turned design cap. Lightweight, balanced for easy writing. Boxed.

No. 605—NEW "PENSTIK" model. Feels and writes like an ordinary pencil, except with ink. Solid colors or combinations: lemon yellow, chalk white, terra cotta red, forest green, cobalt blue, ebony black. Replaceable full length ink cartridge. No clip. Bulk packing.

No. 608—REALPOINT model, with "Figure Eight rotary action," operates by push button. Smooth, positive, foolproof. Clip and cap gleaming gold-like finish; smart engine-turned design on cap. Barrels—jonquil yellow, mint green, paper white, cherry red, ebony black. Bulk packed.

No. 609—Same as No. 608, except cap and clip brilliant chrome finish. Bulk packed.

No. 636—AUTOPOINT Retractable ball pen—our finest model. Advanced styling for perfect writing balance; pocket level "rocker action" clip. Cap and clip choice of brilliant chrome or sparkling gold-like finish. Barrel colors: pearl gray, wine red, ebony black. Gift boxed.

No. 636/63—AUTOPOINT Ball Pen (No. 636) and AUTOPOINT Pencil (No. 63), handsomely matched. Pen features positive point action by pressing cap and clip. Pencil has famous Autopoint "Grip-Tite" Tip—lead can't turn, wobble or fall out. Caps in brilliant chrome or gold-like bronze finish. Gift boxed.

Autopoint DESK SET



No. 235—AUTOPOINT Memo Case Pen Set. Case is durable molded plastic, jet black or walnut color. Holds 200 sheets 4x6 inches. Pen holder, modern design, in bright chrome. No. 615 Tapered ball pen completes this handsome desk accessory.



EFFECTIVE NOV. 1, 1956

RETAIL LIST PRICE

Prices include Manufacturers Excise Tax where applicable.

*Prices do not include Retail Dealers Excise Tax where applicable.

ITEM NO.	AUTOPOINT RETAIL LIST PRICE
AUTOPOINT PENCILS	
6-106	Slender barrel, Utility model .85
8-108	Double-end model 1.50
12T-112T	Telephone Dialer 1.50
14-114	Aluminum Hexagonal Pencil 1.85
16-116	Stainless Steel Pencil 2.75
16G-116G	Stainless Steel Pencil with gold-filled tip and gold plated cap 3.00
48-148	Executive model, "diamond-cut" cap 1.25
48G-148G	Executive model, gold plated trim 1.75
52G-152G	Deluxe model, gold plated trim 1.95
63-163	Pocket-level model, chrome or bronze cap 1.85
65-165	Pocket-level style, opaque barrel 1.50
68-168	Pocket-level, gold plated trim 2.25
72-172	Slender barrel, metal cap 1.25
72X	Short length model 1.25
76-176	Oversize-Exposed Eraser 1.10

ITEM NO.	AUTOPOINT RETAIL LIST PRICE
AUTOPOINT DESK ACCESSORIES	
210	Memo Case (3" x 5" Refill) \$ 1.25
212	Memo Case (4" x 6" Refill) 1.75
215	Memo Case 1.75
216	Memo Case with Plate 3.00
245	Metal Clipboard (8" x 5" Refill) 2.50
247	Metal Clipboard with Tel. Index 3.95
316	Ash Receiver 3.25
361	Deluxe Outdoor Thermometer 5.00
362	Deluxe Desk Thermometer 5.75
907	Memorama 7.95
955	Name Plate, Gold Plate, 8-inch Bases 6.
956	Name Plate, Chrome Plate, 8-inch Bases 4.
958	Name Plate, Gold Plate, 10-inch Bases 7.
959	Name Plate, Chrome Plate, 10-inch Bases 4.
957G	Name Plate Kit, Gold Plate, 8-inch Bases 133.
957C	Name Plate Kit, Chrome Plate, 8-inch Bases 79.
960G	Name Plate Kit, Gold Plate, 10-inch Bases 150.
960C	Name Plate Kit, Chrome Plate, 10-inch Bases 87.
1333	Chipmaster 35.00

ITEM NO.	AUTOPOINT RETAIL LIST PRICE
AUTOPOINT BALL-POINT PENS, PEN-PENCIL SETS	
636	Retractable Ball Point Pen \$1.70
636/63 or 636/163	Pen-Pencil Set 3.35
615	Taper Desk Ball Pen 1.70
603	Realpoint "Silver Streak" Ball Point Pen 1.00
604	All-plastic Figure "8" Action Ball Point Pen .49
605	Penstik Ball Pen .35
608	Realpoint Figure "8" Action Push-Button Ball Point Pen .69
609	Realpoint Figure "8" Action Push-Button Ball Point Pen .79

304 Magnetic Index 6.95
 Name Plate Kits consist of 20 bases and 300 letters each, as follows:
 20 each: A, E, O, S, R and periods 10 each: B, C, D, F, H, P, M, T, W
 15 each: I, L, N 5 each: G, J, K, Q, U, V, X, Y, Z
 8-inch bases accommodate up to 14 letters, periods and spaces each.
 10-inch bases accommodate up to 18 letters, periods and spaces each.

NOTE: The following Name Plate Replacement parts are available:

ITEM	GOLD PLATE RETAIL LIST	CHROME PLATE RETAIL LIST
8-inch bases	\$3.25	\$2.00
10-inch bases	4.50	2.50
Individual Letters and Characters	.24	.16

Additional numerals, characters and letter combinations available:
 2, 3, 4, 5, 6, 7, 8, 9, -, c, \$, &, ¢, Jr., Mc.

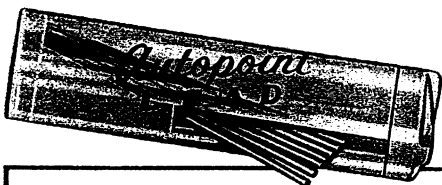
ITEM NO.	AUTOPOINT RETAIL LIST PRICE
AUTOPOINT KNIVES AND LETTER OPENERS	
400	Sliding Blade Knife \$1.10
400C	Sliding Blade Knife with Key Chain 1.20
415	Letter-Opener Knife 2.50

ITEM NO.	AUTOPOINT RETAIL LIST PRICE
AUTOPOINT BALL-POINT PEN DESK SETS	
235	Memo Case Desk Set \$4.25

RETAIL PRICE LIST

Autopoint REFILL ITEMS

Leads • Erasers • Ball Point Pen Cartridges
 Pocket Secretary Memo Refills
 Memo Case Refills



ITEM NO.	RETAIL LIST
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Black Leads (Degrees: 2B extra soft, B soft, HB medium, F firm, H medium, 2H hard, 3H extra hard, 4H very hard)

• **Standard** (.046"): All degrees

43N Plastic tube of 24 \$0.15
 30N Box of 7230

• **"Real-Thin"** (.036"): B, HB, F, H, 2H, 3H, 4H

512 Plastic tube of 2415
 514 Box of 14460

• **Thick** (.076"): 2B, HB, H, 2H, 3H, 4H, China Marking

41K Plastic tube of 815
 32K Box of 3660
 Extra Thick (.160")
 44 Box of 4 graphite leads25
 44CM Box of 4 China Marking Leads25

• **Standard** (.046") Intense Marking Sensing

42DM Plastic tube of 2420
 29DM Box of 7250

Colored Leads (Red, Blue, Green, Orange, Yellow, Brown, indelible)

• **Standard** (.046")

338N Plastic tube of 12 \$0.15
 31N Box of 7260
 44SN Plastic tube of 12, Silver15
 45PHN Plastic tube of 12, Purple Hektograph20

• **"Real-Thin"** (.036")

513 Plastic tube of 1215
 515 Box of 7260

• **Thick** (.076")

441K Plastic tube of 615
 33K Box of 3660
 441KC Plastic tube of 6, Red China Marking15
 33KC Box of 36, Red China Marking60

ITEM NO.	RETAIL LIST
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Erasers

• **Oversize**—for No. 76 or 176 Pencil

39E Tube of 3 erasers \$0.15
 35E Box of 72 1.50

• **Standard**—for regular size pencils

40E Tube of 4 erasers15
 34E Box of 72 1.25

Ball Point Pen Cartridges

603C—for No. 601-02-03 Realpoint Pen in Blue, Red or Green inks \$.25
 605C—for No. 605 Penstik in Blue, Red, Green or Black inks25
 609C—for No. 604-06-07-08-09 Realpoint Pen in Blue, Red, Green or Black inks25
 636C—for No. 636 Pen and No. 615 Taper Pen in No. 235 Set in Blue, Red or Green inks25

Pocket Secretary Memo Pads

760M 1 doz. pads for No. 760 Secretary \$1.00
 762M 1 doz. pads for No. 762 Secretary 2.00
 773NM 1 doz. pads for 773N 1.00

Memo Case, Clipboard and Index Refills

4x6 Memo sheets, 200 per pack, per dozen packs \$3.75
 3x5 Memo sheets, 200 per pack, per dozen packs 2.95
 3x5 Index memo sheets, 100 per pack, per dozen packs 1.65
 301B Index cards, bristol, per set65
 304B Index cards, bristol, per set 1.00
 247B Index cards, bristol, per set39
 245M 5x8 refill pads, 75 sheets per pad, per dozen pads 2.25
 247M 5x8 refill pads, 75 sheets per pad, per dozen pads 2.25

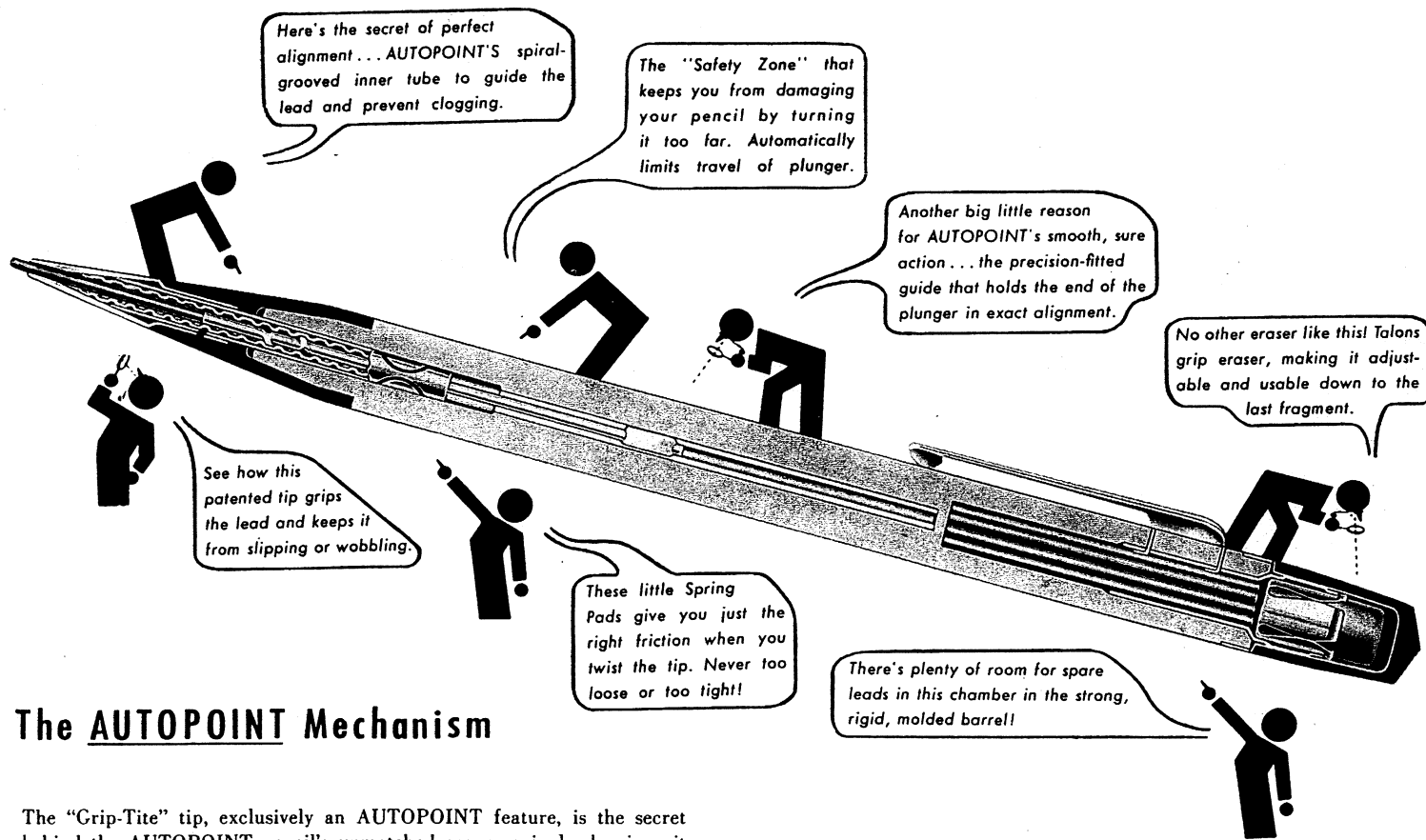
THE INSIDE SECRET OF AUTOPOINT PENCIL EFFICIENCY

The greatest difference between the various makes of mechanical pencils is not one of cost, quality of materials and outward appearance—but a difference in *writing efficiency*...due to variations in mechanical construction...inside secrets not to be learned merely by looking at the pencils.

Any mechanical pencil—even the most costly—having the old-style, non-grip mechanism is temperamental and erratic. With the lead working loosely in the inner tube—held *only* at the upper end by being thrust into a shallow socket—and not gripped at all at the writing tip—there is just

bound to be trouble. The lead side-slips and wobbles...often wears flat at the point...may break, clog or jam...and sometimes gets discouraged and just falls out!

The famous AUTOPOINT "Grip-Tite" tip holds the lead in its spring tension, vise-like jaws—and so tightly that to all practical purposes it is a fixed part of the pencil. Yet at a turn of the barrel, the lead glides through the tip because of a pressure of one and one-half pounds exerted by the plunger, pulled downward by the mechanism's spiral grooves.



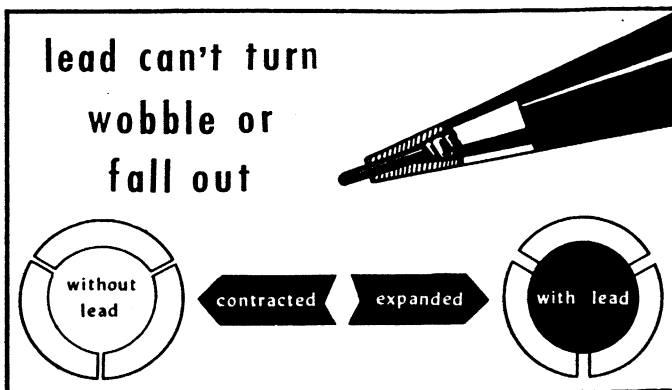
The AUTOPOINT Mechanism

The "Grip-Tite" tip, exclusively an AUTOPOINT feature, is the secret behind the AUTOPOINT pencil's unmatched economy in leads—since it enables use of a lead right down to the last one-sixteenth of an inch fragment. *Even when broken into pieces*, a lead may be efficiently used!

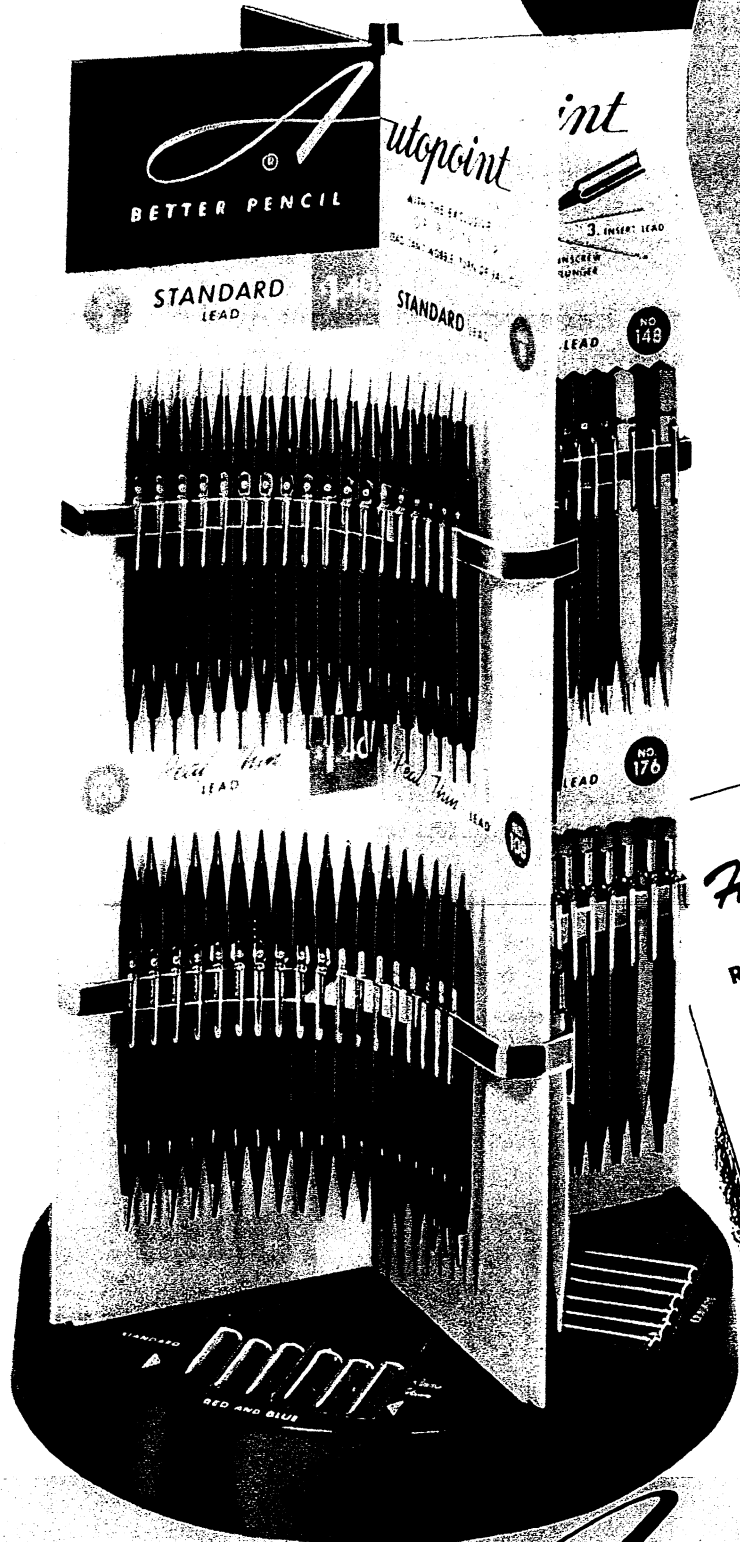
The lead opening in the 18% nickel-silver, spring-tension tip is actually smaller than the lead. It is slotted, forming three jaws that expand under pressure and permit the lead to come through—yet hold it rigid in a vise-like grip. This is the secret of writing efficiency for which AUTOPOINT pencils are famous. The large and smoothly rounded Spiral Grooves prevent clogging and jamming by particles of lead. The Lead Plunger is pulled—not pushed—downward by these Spiral Grooves, thus cannot bend or jam. When it has expelled the last particle of lead, it is automatically stopped by the Safety Zone device, thus preventing injury to the pencil. Without use of these fundamental AUTOPOINT features—*protected by patents*—it seems practically impossible to produce a pencil in which the lead will not wobble, jam or break.

The AUTOPOINT pencil mechanism is really a fine, precision-built machine in miniature—and of such finely tempered metals that it will resist the strain of constant daily use for an unbelievably long time. We have authentic records of AUTOPOINT pencils that have served their owners—and without repairs—for periods of from eight to fifteen years!

THE "GRIP-TITE" TIP



Round and Round they go-
Watch your pencil Sales Grow!



Autopoint

PRESENTS THE

SELLIN' SUZAN

A NEW REVOLVING COUNTER
MERCHANDISER

**OFFERED ON A DEAL
THAT CAN'T BE BEAT!**

Here's What You Get -

RETAIL VALUE PENCILS **\$157.50**
Leads and Erasers FREE **7.20**

TOTAL VALUE **\$164.70**

RETAIL LIST ONLY ... **\$157.50**
LESS USUAL DISCOUNTS

PLUS!

\$25.00 REFILLABLE
SELLIN' SUZAN
Display **FREE!**

Autopoint
COMPANY

There's Nothing Lazy About This Hustling "Sellin' Suzan"...

as you'll see by your increased profits. It will *really* sell those Autopoint Pencils—in fact tests have proven that this mass merchandiser will increase your sales by 45% !!

Not only will the "SELLIN' SUZAN" increase your sales, but this revolving wooden display in brilliant colors of red, black, white, and yellow, makes an attractive addition to your counter. And it won't take up much of your precious space, — only 11 sq. inches! — it stands 21½ inches high and weighs only 10 pounds.

Put this profit builder to work now! *Eight* out of *Ten* people will buy an AUTOPOINT pencil on impulse from this display — Try it! Prove it!

Complete SELLIN' SUZAN No. E-200

Offer Contains

PENCILS	FREE! LEADS AND ERASERS	
36 Each Nos. 6-106	6 Tubes "B" Leads 43N	3 Tubes Each Red & Blue 513
9 Each Nos. 48-148	6 Tubes "HB" Leads 43N	3 Tubes Each Red & Blue 338-N
9 Each Nos. 76-176	6 Tubes "B" Leads 512	6 Tubes 39 E Erasers
18 Each Nos. 8-108	6 Tubes "HB" Leads 512	6 Tubes 40 E Erasers



ORDER YOURS TODAY

Cash in on Extra IMPULSE SALES!

When ordering specify E-200

